

# HASSELBLAD

CREATE TO INSPIRE



X1D II 50C



# X1D II 50C

COMPACT. POWERFUL. ENHANCED.

## THE NEXT CHAPTER OF THE X SYSTEM

A passionate photographer himself, Victor Hasselblad's vision was to create a camera that could easily fit in his hand - a portable, high-quality piece of technology. He did that with the launch of his first consumer camera, the 1600F, in 1948. Over 70 years later, Hasselblad continues in the same spirit today as one of the leading manufacturers of digital medium format cameras with a focus on uncompromising image quality, precision mechanics and iconic ergonomic design.

The highly compact X System carries on the journey Victor started, enabling photographers to bring medium format outside of the studio. Picking up from where the first installment left off as the world's first digital compact mirrorless medium format camera, the X1D II 50C is the next generation in the series. With an upgraded electronic platform, it allows for an even quicker and more intuitive medium format experience while still delivering Hasselblad's renowned image quality.







Photographer: Thompson Yu







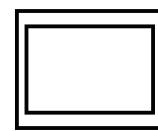


Photographer: Thompson Yu

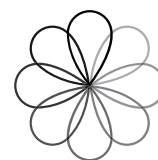




Photographer: Dan Wang



50 MP Medium  
Format Sensor



Hasselblad Natural  
Colour Solution

650g

Lightweight and  
portable



## THE POWER OF PORTABLE

Lightweight and portable, the X1D II 50C lets you take the power of medium format in a footprint smaller than most full frame 35mm cameras. Packed into the award-winning design of the first generation, the X1D II 50C continues to let creatives take medium format photography out in the world with its compact, ergonomic build.



## SUPERB IMAGE QUALITY

The X1D II 50C provides creatives with incredible Hasselblad image quality, with 16-bit RAW images and full resolution JPEGs. Its large 50-megapixel CMOS sensor is individually calibrated for optimal performance; with dimensions of 43.8 x 32.9 mm, it's 1.7 times larger than 35mm full format sensors. Outstanding colour depth and an impressive dynamic range of 14 stops gives the photographer immense freedom in post-processing. Hasselblad Natural Colour Solution technology is integrated into the camera's system, delivering superb, true-to-life tones that match what the human eye sees.

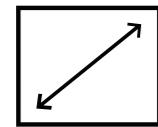
Photographer: Thompson Yu





## LARGE HIGH-RESOLUTION DISPLAY AND ENHANCED EVF

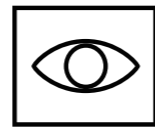
The X1D II 50C features a large high resolution 3.6-inch 2.36-million-dot touch rear display and enhanced OLED electronic viewfinder (1280x960) with 3.69-million dots and a high magnification of 0.87x, letting you see the bigger picture. Clear, colour-accurate image previews are delivered for reliable post capture evaluation. With a higher live view frame rate of 60 fps (compared to the first generation), the photographer has an even smoother viewing experience with the X1D II 50C.



3.6" Rear Touch Screen



Intuitive Touch Display



3.69MD OLED Electronic Viewfinder

## HASSELBLAD USER INTERFACE (HUI)

The X1D II 50C's intuitive user experience features a customizable icon menu, pinch-to-zoom and swipe image browsing along with quick touch navigation through its menu system. Autofocus is easily adjusted on the rear display with drag and drop placement and autofocus point size changes made with a pinch/spread finger movement.

46%

Reduction in startup time

2.7 FPS

Continuous shooting rate

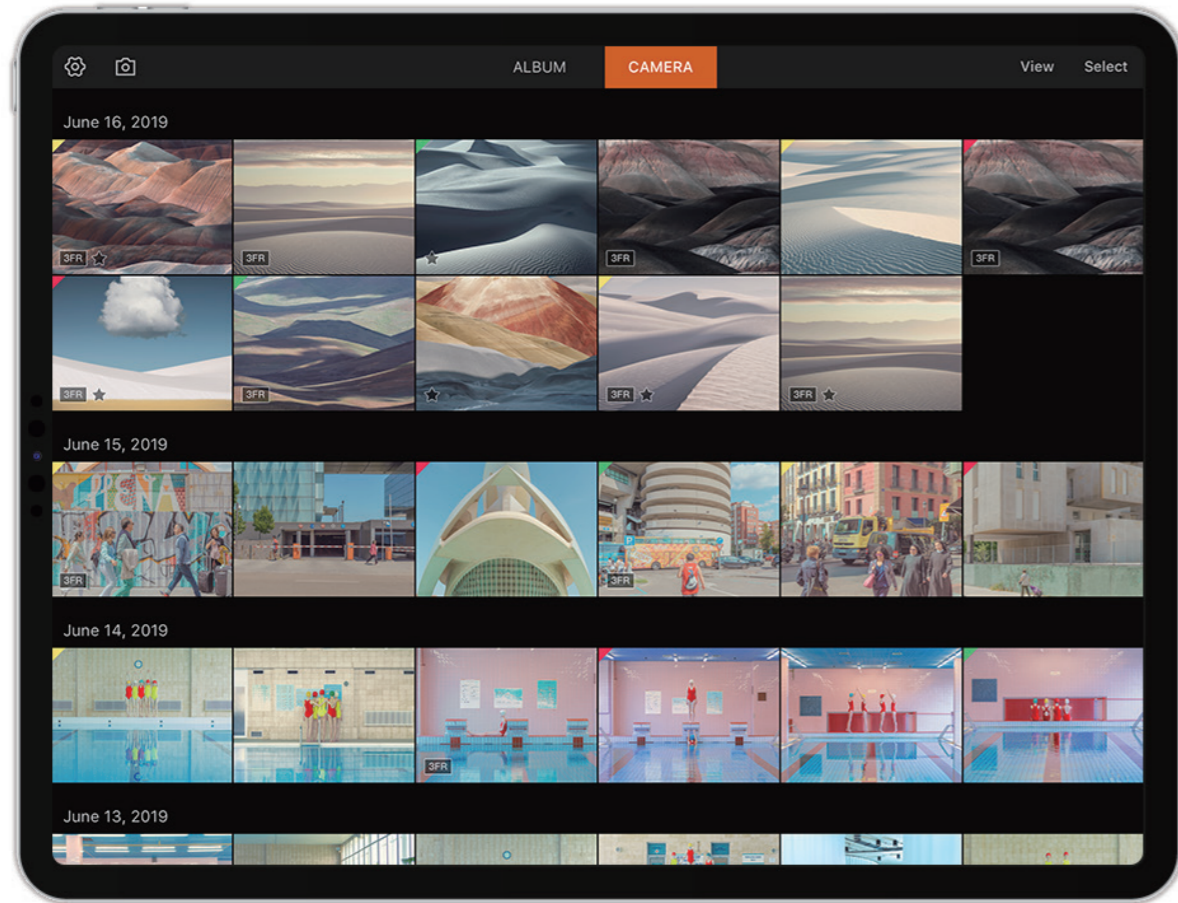
60 FPS

Live view refresh rate

## UPDATED ELECTRONIC PLATFORM

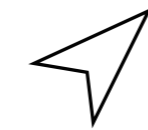
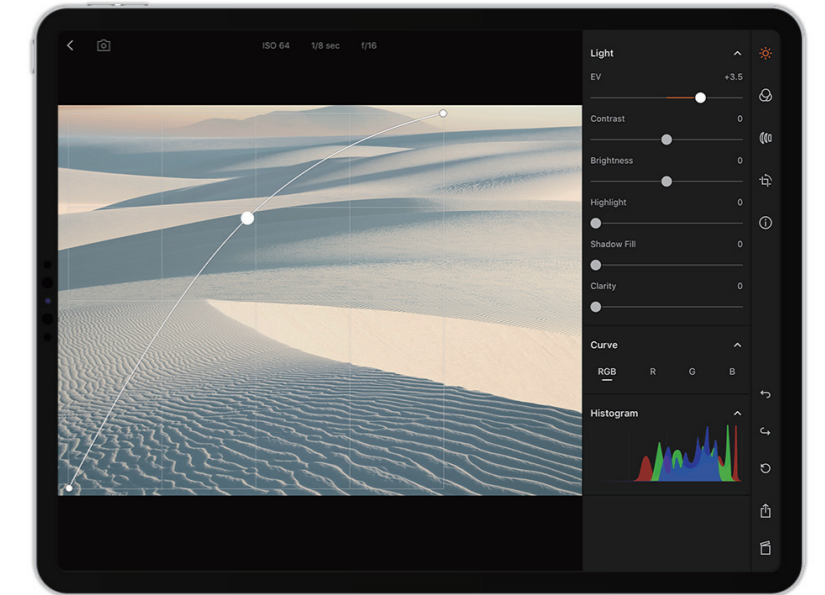
The X1D II 50C's updated electronic platform allows for a more responsive camera experience, including faster image previewing, enabling quicker post capture evaluation, reduced shutter lag and black out times between frames, and a startup time cut almost in half from the first generation. Photographers can now capture full resolution high quality in-camera JPEG images with Hasselblad's signature colours.





## PORTABLE WORKFLOW WITH PHOCUS MOBILE 2

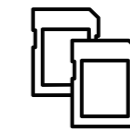
Expanding the possibilities of the Hasselblad workflow, Phocus Mobile 2 takes the image editing process to a new, portable level. With USB-C and Wi-Fi connection, Phocus Mobile 2 is supported on iPad Pro, enabling the traveling photographer to have a quicker, more mobile workflow. Phocus Mobile 2 lets users import, edit and rate RAW images and import and rate full quality JPEG images directly on their device. In addition, Phocus Mobile 2 supports full quality image export, tethered shooting and direct camera control.



Built-in GPS



USB-C



Dual SD Cards



Wi-Fi

## PHOCUS

Hasselblad's powerful, free image processing software lets you get the best out of your Hasselblad RAW files. Phocus includes features such as digital lens correction, auto moiré detection, live view functionality, adjustment layers, and keystone perspective correction. With Hasselblad Natural Colour Solution integrated in Phocus software, a universal colour profile produces images that are delivered with accurate, natural colours without having to set up multiple colour presets.

## TOTAL CONNECTIVITY

Built-in Wi-Fi and USB-C connectivity create a portable photographic workflow with wireless or tethered image export and tethered shooting using Phocus Mobile 2. Tethered shooting is also applicable with Phocus' desktop version, available for both Mac and PC. An internal GPS module enables optional automatic geotagging of images. Dual SD card slots ensure optimal storage space or the option to back up images to a second card when shooting. The X1D II 50C enables in-camera battery charging via USB through a computer, charger or power bank.





## DESIGNED WITH THE PHOTOGRAPHER IN MIND

Adopting the award-winning design of the first generation, the X1D II 50C continues with Hasselblad's heritage of blending form and function seamlessly for a smooth handling experience. Milled from high-quality, solid aluminum and designed with a clean surface with only the most crucial buttons, all other commands are easily located in the rear touch display. With the shutter built into Hasselblad lenses instead of the camera body, the weight and size of the X1D II 50C is minimized, enabling a very compact form.

### SMOOTH HANDLING

The X1D II 50C's deep grip allows for a firm hold, enabling easy and comfortable shooting. Built into the grip is an internal battery slot. Simply clicking it into place, the battery is smoothly ejected by pressing a release catch and then pressing the battery once more.



## HIGH-CLASS OPTICS FROM 21MM TO 500MM

Shooting with the X1D II 50C gives access to Hasselblad's full range of high-quality medium format optics. This includes all XCD Lenses, HC/HCD Lenses (and Converter H 1.7x) with the XH Adapter, XPan Lenses via the XPan Adapter, and V System Lenses using the XV Adapter. All XCD and HC/HCD Lenses feature central lens shutters that deliver full flash sync, including up to 1/2000th of a second in all X System Lenses. Crafted from durable metal components, Hasselblad optics are rigorously tested to ensure optimal performance and superb image quality.

### X SYSTEM LENSES

The superb XCD Lenses deliver edge to edge sharpness in a compact form. As leaf shutter lenses, the shutter is integrated into the lens rather than the camera, minimizing vibration and allowing for a smaller camera body build. Most impressively, the XCD leaf shutter lenses synchronize with flash up to 1/2000th of a second, providing immense creative control in the studio and outdoors.



XCD 3,5-4,5/35-75



XCD 4/21



XCD 3,5/30



XCD 3,5/45



XCD 2,8/65



XCD 1,9/80



XCD 3,2/90



XCD 3,5/120 MACRO



XCD 2,8/135





## X SYSTEM ACCESSORIES

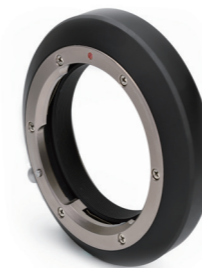
The X System is supported by a wide range of accessories, including the Battery Charging Hub that allows for dual batteries to charge simultaneously, the Release Cord X, which allows for remote shutter control, and multiple adapters that enable the use of an even wider range of Hasselblad optics.



RELEASE CORD X



BATTERY CHARGING HUB



XPAN LENS ADAPTER



XH LENS ADAPTER



XV LENS ADAPTER



## DATASHEET

<b>Camera Type</b>	Medium Format Mirrorless Digital camera with Autofocus, Auto exposure, interchangeable Lenses.
<b>Construction</b>	Machined aluminium. Tripod socket 1/4".
<b>Sensor Type</b>	CMOS, 50 megapixels (8272 × 6200 pixels, 5.3 × 5.3 µm).
<b>Sensor Dimensions</b>	43.8 × 32.9mm
<b>Image Size</b>	Stills: 3FR RAW capture 106 MB on average. JPEG 5 to 25 MB depending on setting, TIFF 8 bit: 154MB Video: to be enabled at a later date.
<b>File Format</b>	Hasselblad 3FR RAW, Full size JPEG.
<b>Shooting Mode</b>	Single shot, Continuous, Self Timer, Interval Timer and Exposure Bracketing.
<b>Colour Definition</b>	16 bit; Dynamic range up to 14 stops.
<b>ISO Speed Range</b>	ISO Auto, 100, 200, 400, 800, 1600, 3200, 6400, 12800, 25600.
<b>Storage Options</b>	Dual UHS-II SD cards or tethered to Mac or PC. SD Cards can be used in Overflow or Backup mode. Max 1 TB. High Speed UHS-II cards are recommended.
<b>Colour Management</b>	Hasselblad Natural Colour Solution (HNCS)
<b>Storage Capacity</b>	64 GB card holds approximately 600 RAW or 2000 JPEG High Quality images on average.
<b>Capture Rate</b>	2.7 frames per second (RAW)
<b>User Interface</b>	Touch interface including swipe, scroll and pinch/spread to zoom. Camera grip with buttons and Scroll Wheels. Many camera functions and settings can be controlled from a tethered computer or iPad Pro/iPad Air (2019) over Wi-Fi or tethered.
<b>Display</b>	3.6-inch TFT type, 24-bit colour, 2.36-million-dot; Touch functionality: Full support.
<b>Live View</b>	On camera and host computer with high frame rate.
<b>Viewfinder</b>	OLED, 3.69-million-dot Electronic Viewfinder (EVF). Viewing Area: 100%. Magnification:0.87x
<b>Histogram Feedback</b>	Yes, in Browse Mode on rear display and in EVF.
<b>IR filter</b>	Mounted in front of sensor.
<b>Acoustic feedback</b>	Yes
<b>Software</b>	Phocus for Mac and Windows. Compatible with Adobe Photoshop Lightroom® and Adobe Camera Raw® Phocus Mobile 2 including support for tethered connection via USB-C.

<b>Platform Support</b>	Macintosh: OS X version 10.12.2 or later. PC: XP/Vista/Windows 7 (32 and 64 bit)/ 8 / 10.
<b>iOS device Support</b>	iPad Pro or iPad Air (2019 or later)
<b>Host Connection Type</b>	USB 3.0 (5 Gbit/s) Type-C connector.
<b>Additional Connection</b>	Audio In/Out.
<b>Operating Temperature</b>	-10 to 45 °C. 14 to 113 °F.
<b>Wi-Fi &amp; GPS</b>	802.11 b, g, n, a, ac (a and ac depending on region). GPS built-in.
<b>Lenses</b>	Hasselblad XCD lenses with built in electronically controlled shutter and aperture. Automatic or manual focusing with instant manual focus override. Lens shades can be mounted in reverse for transport. Compatible with all H System lenses and some H System accessories using an XH Lens Adapter. Also compatible with V System and XPan Lenses using a XV or XPan Lens Adapter. Many other lenses via 3rd party lens adapters (E-shutter only).
<b>Shutter</b>	Electronically controlled lens shutter with speeds up to 1/2000 s. Flash sync at all speeds. Optional electronic shutter.
<b>Shutter Speed Range</b>	68 minutes to 1/2000 s with XCD Lenses. 1/800 s or 1/2000 s with HC/HCD Lenses. Electronic shutter 68 min to 1/10000 s.
<b>Flash Sync Speed</b>	Flash can be used at all shutter speeds. Mechanical shutter only.
<b>Flash Control</b>	TTL centre weighted system. Compatible with Nikon™ System flashes. ISO range 100 to 6400. Flash output can be adjusted (-3 to +3 EV) for fill-in purposes independent of ambient light. Sync at all shutter speeds. Mechanical shutter only.
<b>Flash Compatibility</b>	In TTL-mode, the following Nikon Flash products can be used: SB-300, SB-500, SB-5000, SB-700, SB-900, SB-910. The following Profoto products can be used in TTL-mode: A1, B1 and B2 with Nikon interface.
<b>Focusing</b>	Automatic and manual focusing. Instant manual focus override. Automatic focusing using contrast detection. 100% zoom or Focus Peaking available in manual focus. Up to 117 selectable autofocus points.
<b>Exposure Metering</b>	Spot, centre weighted and centre spot.
<b>Power Supply</b>	Rechargeable Li-ion battery (7.27 VDC/3400 mAh). Can be charged in camera via USB or external charger. Charging time approximately 2 hours with the supplied USB charger.
<b>Dimensions</b>	Complete camera w/ XCD 45 mm lens: 148 x 97 x 125 mm [W x H x D]. Camera Body only: 148 x 97 x 70 mm
<b>Weight</b>	1230 g (Complete camera with XCD 45mm lens, Li-ion battery and card). 650 g (Camera Body). 766 g (Camera Body with battery and SD Card).



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